



## ***PRNews.io Success Story***

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### Improving engagement & conversion with better site qualification

PRNews.io integrated SimilarWeb's API in its marketplace to allow for better qualification of publishers. Since this integration, PRNews experienced an increase in engagement and conversion, enabling advertisers to reach the most relevant and qualified publishers.

[PRnews.io](http://PRnews.io) is a sponsored content marketplace that connects between content advertisers and publishers and help make sure that relevant content will reach relevant audiences.

## Goal reached

- Significant increase in site engagement and conversions



*The successful performance of PRNEWS.io startup in a huge extent depends on information we get from SimilarWeb. With the API integration, we can give our customers from different countries the exact information on the audience of the news websites worldwide. This allows our customers to plan PR campaigns with the measurable forecasts & metrics.*



Alexander Storozhuk, CEO of PRNEWS.io

# API Integration

## Publisher Qualification

At the beginning of 2014, PRnews joined as an API customer and integrated several of SimilarWeb's metrics into the publishers information pages on its marketplace. The idea behind this integration was to provide its users with information that will help choose content publishers based on.

## Integrated Metrics

- 1. Engagement** – visits, time on site, page views and bounce rate
- 2. Geography** – breakdown of countries sending traffic
- 3. Traffic Channels** – distribution of traffic channels

Following the integration of the SimilarWeb API, PRnews experienced a significant increase in engagement and conversions, which it can directly attribute to the integrated metrics.



## About SimilarWeb

SimilarWeb helps you discover the strategies that will be your roadmap to digital success. Reveal your hidden blind spots and find the opportunities that you never knew existed.



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